



Content Creation & Copywriting

METHODOLOGY

Human8™

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WHY IT'S IMPORTANT

Every customer interaction is an opportunity.

In today's digital world, consumers and businesses are overwhelmed with choice. Companies that are *different* are the winners. Differentiation isn't product or price—just being *better* isn't enough anymore. It's brand and customer experience that sets the winners apart. Successful branding can position companies as *irreplaceably different* in customers' minds, and customer experience is a key part of this process.

Unique, compelling experiences through content can attract new customers, extend loyalty and command a price premium. Every word is an opportunity to deliver an intentional brand message and communicate added-value. Look around and observe how the best brands speak with consistent, distinctive voices across mediums and touchpoints. But cutting through the clutter to communicate precisely, consistently and effectively is no small feat. It's a process which demands excellence in investigation, strategic thinking, design and management.

brand
PERCEPTION



customer
BEHAVIOUR



business
PERFORMANCE



**Fewer words
can travel
further
distances.**

— **John Maeda**

Chief Experience Officer
Publicis Sapient



OBSESSED WITH GETTING IT RIGHT

What does it take?

The complexity of brand and marketing is such that even the world's biggest companies rarely do it alone. Brands hire outside partners at different levels of involvement—from strategic and management guidance, to design and implementation, or anywhere in between. The skillset and expertise of specialist outside firms, along with their diversity of experience and objective thinking, can contribute greatly to success.

Creating valuable content takes a lot more than just English speaking. A master of words can polish sentences like diamonds. Strength and finesse is required in research, strategy, creative, cultural and technical disciplines. But perhaps even more important is the capacity to synthesize great amounts of information quickly. And considering what's at stake, a culture of obsession to get things absolutely right.

Human8™

EMPATHY
& CREATIVITY

TALENT &
EXPERIENCE

STRATEGIC
THINKING

CULTURAL
INTELLIGENCE

BUSINESS
ACUMEN

TRENDS
INTELLIGENCE

EFFECTIVE
PROCESSES

TEAMWORK &
COLLABORATION

TECHNICAL &
RESEARCH
CAPACITY

TYPES OF CONTENT

ORIGINAL

Thought leadership, success or application stories, insights to company culture and values—these are the foundations. Informative and entertaining along with highly-relevant to customer, culture and industry.

CURATED

Aggregating the best content from various sources with transparent crediting. Elevates brand credibility. Carefully curated materials relevant to the customer builds true loyalty.

SPONSORED

Content created for republishing on another brand's channel. Typically posts, videos or interviews for another brand's website, blog or social media.

EVERGREEN

How-to's, FAQs, customer testimonials, company histories, case studies. Evergreen because such content doesn't need frequent updates and is always useful for customers. Some crossover with case studies (original).

USER GENERATED

Acknowledge the shift in power to consumers due to social media. User-generated content is typically photos, tweets etc and can help greatly with brand credibility when used effectively.

FUNDAMENTAL BENEFITS

DRIVE BRAND AWARENESS

FUEL SHARING

INVITE PARTICIPATION

ADD USEFUL VALUE

BUILD TRUST

CREATE ADVOCACY

INCREASE SALES

START CONVERSATIONS

ENGAGE EMPLOYEES

83%

of global CEOs say that marketing can be a **major driver** of growth.

Source: McKinsey & Company

B2B

companies are some of the most **valuable brands in the world.**

GE
IBM
CISCO
SAP
CATERPILLAR
GOLDMAN SACHS

Source: Interbrand

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OUR PROCESS



Make things more human-friendly.

That's why we named our company Human 8. We're influenced by human-centered design and design-thinking principles. Which means understanding users and working iteratively to make things better for real people. Fact is, there's more content out there than ever before. If creative work doesn't really add value to people's lives, then it's simply lost among the noise. Learning about customers is at the heart of how we work.

Content also has to be aligned with the brand. Our creation process is designed to work within a companies' existing brand framework, or to bootstrap a brand message along the way. The goal is rigorous creative strategy that's rooted in brand values. Everything should work in concert, envisioning connected phases of the customer journey across all touchpoints, with unified messaging that positions a company as relevant, distinctive, credible and superior.

As partners, we can help to determine what to say, how to say it, and where to say it. Whether that be websites, apps, social, events or anywhere in the multichannel experience. We transform brand ideas into dynamic campaigns, bring brand strategies to life through storytelling, and constantly emphasize customer needs—with the technology infrastructure, learning culture, and agile capability that's needed to make it all happen.

A UNDERSTAND BRAND

Discovery and discussions to build an overview of your brand. Our experience in brand strategy enables us to uncover meaningful insights.

- Familiarize with your brand message, personality and culture.
- Identify emotional associations.
- Discover the functional benefits of your brand.
- Brand differentiation: what makes you truly different?
- Understand your existing style guide, brand guidelines and content strategy.

B KNOW PRODUCTS

We'll learn the ins-and-outs of your product from marketing, technical and user perspectives.

- Familiarize with product specifications, features and design philosophy.
- Understand USPs and positioning.
- Identify target market and demographics.
- Perform our own usability testing.
- Understand your existing product marketing efforts.

C DEFINE GOALS

Understand the context of your content relative to immediate and future business goals.

**Improve sales conversion rate?
Increase brand awareness?
Generate email sign-ups?
Improve customer lifetime value?**

- Identify specific business goals for content.
- Define key performance indicators (KPIs) and baselines e.g. conversion rate.
- Understand your organization's short-term and long-term objectives and any recent successes or failures.
- Product's sales targets, forecasts and channels.

D EMPATHIZE WITH CUSTOMERS

Seeing your business through the eyes of customers. Uncover motivations and unmet needs. Quantify what matters.

- Product design definition: user problems and product solutions.
- Create user personas with common behavioural patterns and characteristics.
- Scenarios and product use cases.
- Feature impacts and resulting emotions.
- Experience map detailing user experience across different contexts.
- Prioritized requirements document.
- User-task matrix charting tasks to frequency and personas.
- User flows across your website or app.

E MARKET ANALYSIS

Research trends, competition and technologies relevant to your business. See what competitors do how they're doing it. Evaluate the future of the industry.

- Competitor profiles: identify competing products and profile key characteristics.
- Conduct SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Market segmentation list based on specific shared needs and characteristics.
- Identify key industry influencers and trends.
- Access any existing qualitative or quantitative research from client e.g. focus groups, statistical surveys.

F QUALITATIVE SEO

Optimize web content for search engine performance. Drive targeted traffic to your content through a process of quantitative keyword research.

- Keywords research: identify which terms people are using to search, by volume.
- Keywords analysis: select keywords according to value and feasibility for copy.
- Keyword volume and difficulty data summary.
- Understand your existing SEO strategy.

G ASSESS & RECOMMEND

Well-reasoned, balanced and evidenced decisions about brand values, positioning, content style, structure and design.

- Brand USPs and characteristics.
- Re-define and prioritize product USPs.
- Determine the scope, structure and composition of the content.
- Brand voice and writing style judgements.
- Identity system recommendations: color, style, typography.
- Prioritize user personas and emotions to target.
- SEO keywords finalized.
- External (client) review and feedback.

H CREATIVE COMPOSITION

Creative development according to the big picture. Drafts, design work, rewrites and client feedback during collaborative reviews. Creating meaningful, distinctive customer experiences.

- Ideation and drafting.
- Information heirarchy and architecture.
- Introduce storytelling, context, humour and social proof.
- SEO optimized.
- Attention to pacing, tone and clarity.
- Blank paper test and “So what?” and “I hope so” tests.
- Optimizing line length, line breaks and paragraph breaks for readability.
- Internal reviews, edits and rewriting.
- External (client) review and edits.

I LIVE REVIEW

Testing and monitoring to track and measure performance metrics according to the business goals.

- Conversion tracking so you can measure success.
- A/B copy testing to tweak copy for better performance.
- Heat mapping to monitor user activity and changes in behaviour.
- Live user feedback sessions.
- SEO performance monitoring.
- Review and advise on typography, readability and CTA (call-to-action) placement.

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